CORONATION
empress xi
de
san
francisco
flame
77

"WHERE BEAUTIFUL PEOPLE CONGREGATE"

NEW BELL SALOON

1203 POLK

Tavern Guild of San Francisco INC.

98 LAFAYETTE STREET • SAN FRANCISCO, CALIFORNIA 94103 • TELEPHONE (415) 626-0952

GREETINGS:

The San Francisco Tavern Guild has for twelve years sponsored the Office of Empress de San Francisco and the annual event known as The Coronation which brings to San Francisco out of town visitors from as far north as Alaska, as far south as San Diego and now cities of the midwest, such as Denver, Colorado.

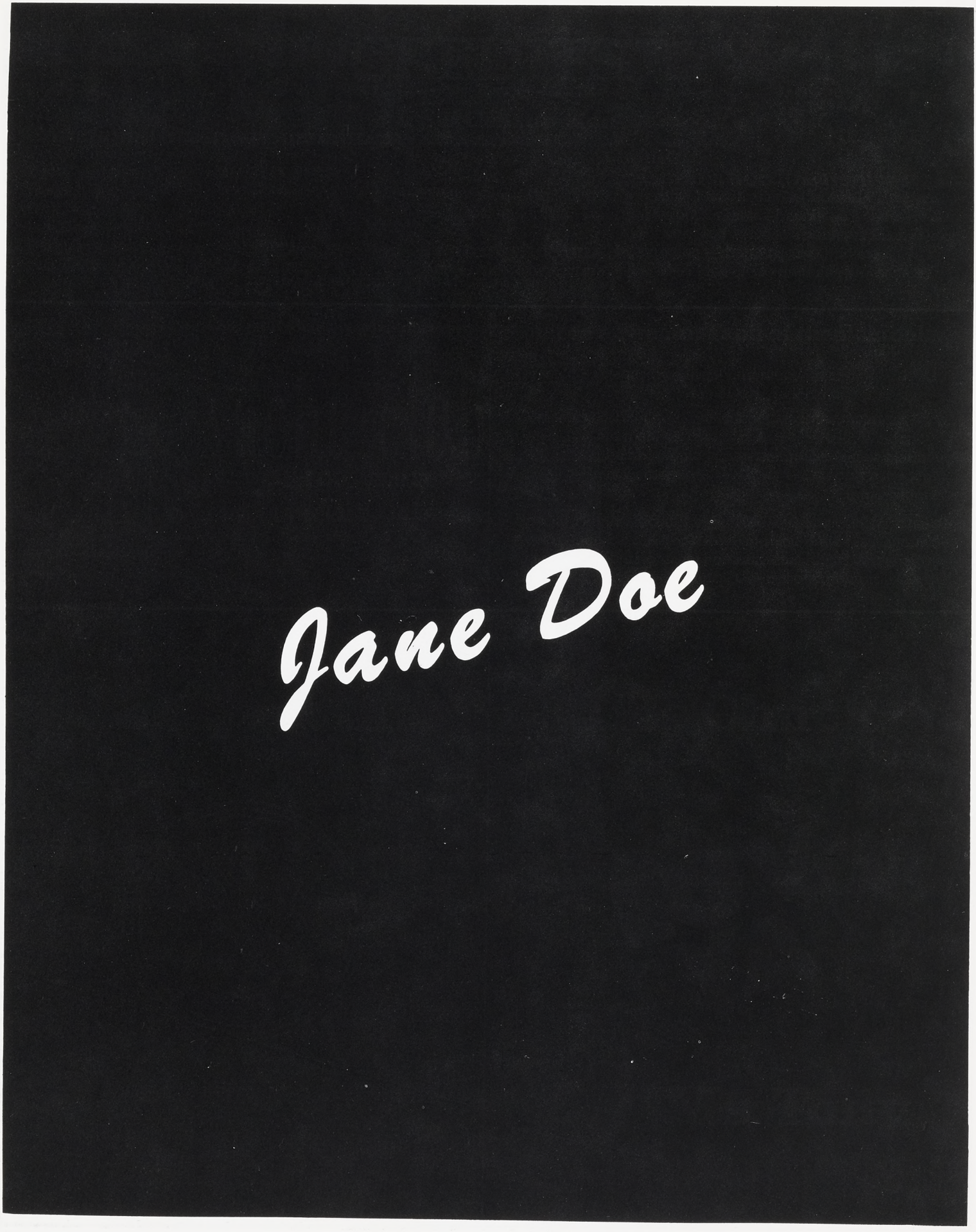
Each year attendance at this event has grown. Tonight we are part of the largest gathering at a gay social function in our history, to witness the crowning of Empress XII along with unparalled pageantry, showmanship and set design. Our aim is to entertain you as well as to bring into our ranks our twelfth hostess of the Tavern Guild.

The Tavern Guild is a non-profit organization committed to furthering the welfare of its members, all employees of or associated with gay bar oriented businesses. Our rules are designed to protect you, the patrons, and our efforts are directed to promoting gay recognition and providing greater understanding between the heterosexual and homosexual societies within our community. We have always lent our support to helping the less fortunate among us, the last few years through Operation Concern and other major projects but also in many less publicized ways.

We hope you enjoy what we have planned for you tonight. We extend our special thanks to Empress XI, Flame, for a job well done and our best wishes to Empress XII for a happy and rewarding reign.

Len Mollet.

Lenny Mollet
President


Jane Doe

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HOT DISCO

709 Larkin Street 9~2
open 7 nites a week

Join the Crew

in
saying

THANK YOU
FLAME

THE GANGWAY

841 LARKIN
885-4441

OPEN EVERY DAY FROM 6 A.M. To 2 A.M.

With "two" lovers ~~ We need "two" wives ~~ No divorce granted!

We all love you

Emperor of S.F.
& Family

Café Biarritz

Reflecting
Distinctive Dining

Dinners Nightly
6 - 11

Sunday Brunch
with Fern 11-3

982-0751 Valet Parking
391 Broadway at Montgomery

THE ROUNDUP

ROUNDUP HAPPY HOUR
MON - FRI 3 - 7 PM

BEER 40¢ WELL DRINKS 60¢

BOOZ & CRUZ

298 6TH ST
CORNER OF FOLSOM & 6TH ST
SAN FRANCISCO, CA.

EMPRESS XI DE SAN FRANCISCO *Flame*

My Dear Friends:

As I approach the end of my reign I can not help but feel a tingle of sorrow that we are leaving the most prestigious office in our city, but we are gladdened by the prospect of turning the affairs of state over to a new Empress who is worthy of that trust.

The Office of Empress de San Francisco is not an easy job. It is not possible in any social strata to please all people at all times. There are moments of disillusionment and there are times of triumph and joy. The joys far exceed the disappointments.

We have tried to bring to you an exciting year, a year filled with many accomplishments. We have endeavored to achieve several goals; to contribute to worthwhile charitable projects for the benefit of those in our midst, to promote dignity to the office of Empress, and to promote respect for our Imperial Privy Council which has given so tirelessly of itself for the benefit of the Gay community.

But few of our projects would have been successful if it had not been for the Imperial Court which has been so dedicated and loyal throughout the year and for the efforts and contributions of the many individuals and businesses who have given so freely of their time and resources. We feel we have only just begun to tap the reservoir of the talent and creativity which is present among us, even then no major effort can succeed without the participation and contributions of our gay community, and you have been most responsive in this respect.

My sincere thanks go to the San Francisco Tavern Guild which has been so understanding of our needs and has given us the help needed, not only to fulfill our position as its official hostess, but as your Empress.

In addition, we wish to thank the Emperor of San Francisco for the spirit of love and cooperation which has prevailed between us during our reign, and especially all of you in San Francisco and throughout the Bay Area who have contributed so much.

Faithfully yours.

Flame

To Empress Flame:

Thank you for our year of Love and Friendship.

To The New Empress:

My hand in Love and Friendship.

GINGER

Gary

NOW OPEN FOR LUNCH

HOMBRE

Dining Nightly
Sat. & Sun. Brunch

2348 MARKET ST. 626-1163

-ALOHA-FLAME-
You gave us a hot time during your reign, ALOHA to the New Empress and Congratulations from ALL your friends at

THE SANTA ROSA INN
4302 Santa Rosa Ave.
[707] 545-2172

6:00 Doors Open

7:00 Opening Ceremonies
Presentation of the Emperor & Empress of San Francisco
Special local presentations

7:30 Presentations of Visiting Royalty

10:00 Entertainment

10:15 Emperor & Empress of San Francisco
Introduction of V.I.P.'s
Imperial Cardinal Court
Contest Winners

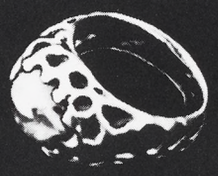
10:30 Empress Candidates

10:45 Entertainment

11:00 Grand Duke & Duchess
Permanent Title Holders of S.F.
Flame's Last Walk
Proclamations

11:30 Coronation 1977
Presentation of Imperial Guard
Introduction of Emperors
Introduction of Privy Council

Original designs need not be costly



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Jane Doe

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Herman

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YOUR
REIGN

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6 to 11 PM

SUN BRUNCH
11:30 to 3:30

826-3373

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EMPRESS XI!

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WITH LOVE
STEVE
1st MR PENNINSULA
COWBOY 75-76

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WITH LOVE,

* * * *

Miss Gay S.F.~Ronny

Mr. Gay S.F.~Denny

Cowboy 77
MARK CALHOUN
Cowgirl 77
TENDERLOIN TESSIE
WISHES
EMPRESS XII
THE BEST OF LUCK
AND A HEALTHY REIGN

DINNER
Every Night from 6 to 11 P.M.
DRINKS
PIANO BAR
BRUNCH
Every Sunday
From 10 A.M. to 3 P.M.

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Von Dieckoff

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GALLEON
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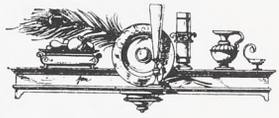
AT CHURCH & MARKET

WEEKDAY SPECIALS
MON. - FRI.
A $4.95 DINNER SPECIAL

ALSO

MON. & TUE.
A VERY SPECIAL $2.50
COMPLETE DINNER



OUR REGULAR MENU IS ALSO AVAILABLE

SAT. BRUNCH 11 - 3
SUN. BRUNCH 11 - 4

ENJOY OUR
WEEKDAY COCKTAIL HOUR

WELL DRINKS 60¢
& HORS D'OEUVRES

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315 Bush Street, San Francisco

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Lunch served
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Empress IV, Reba
Empress V, Willis
Empress VII, Jonni
Empress VIII, Maxine
Empress IX, Frieda

Princess Royal, Fanny
Czarina de Miracle Mile, Lorilei
Czarina de Polkstrasse, VooDoo
Czarina de Castro Street, Michelle
Baroness of the Seven Hills, Henri Vondiecoff
Imperial Dauphine, Ginger
Imperial Arch Duchess de Marina, Ann

IMPERIAL GUARDS
to
THE IMPERIAL FAMILY OF SAN FRANCISCO

CAPTAIN OF THE IMPERIAL GUARD:
Richard McKinley

SARGEANT OF THE IMPERIAL GUARD:
Gregg Kraemer

THE IMPERIAL GUARDS:

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Scott Braithwait
Mike Johnson
Brad Parks
Kent Brown
Doug Kopecky
Mike Turne
Dan Canning
Harry Lordan
Bill Wheeler
Peter Decker
Russell Malone
Denny Whitworth

THANK YOU FLAME FOR

Don't Forget the Steppi
After the Coronation at t

1121 POL
441 - 77

Meet the New Empress
Appearence at the "He
at the *PS-10 am-

CONGRATULATIONS

OR A FUN, EXCITING YEAR!

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n at the *PS - 1am - Till.....

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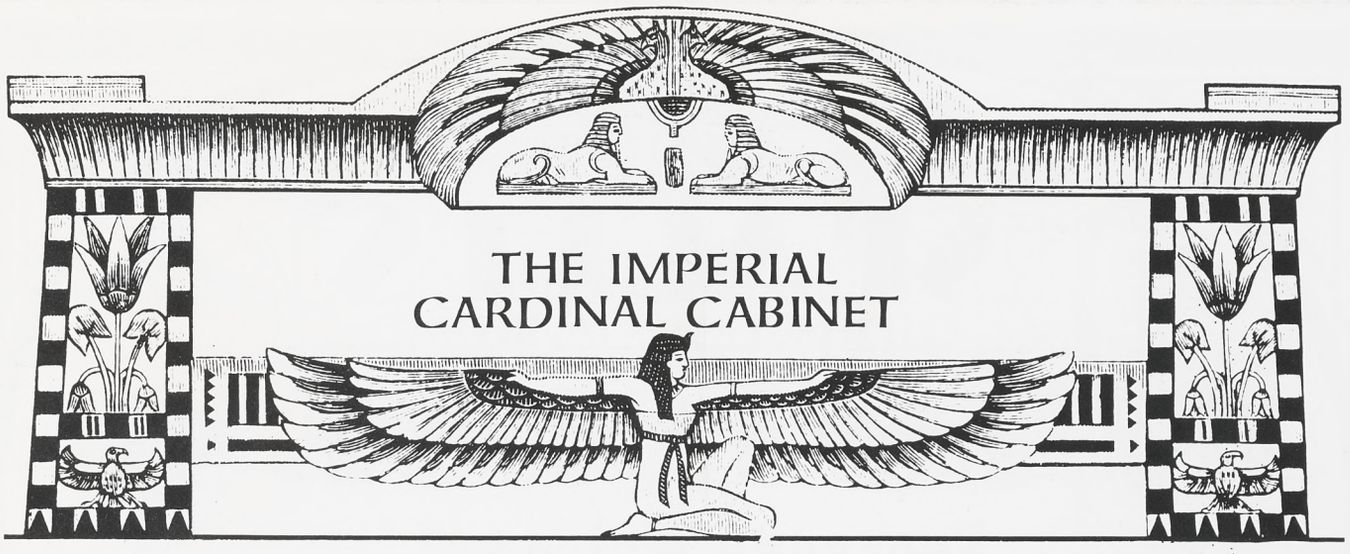


Wally Rutherford
Minister of State
Larry Eppinette
Minister of Justice
Paul Dykstra
Minister of Parliamentary Affairs
Rick Fosnight
Minister of Finance
Vern Becker
Minister of Aesthetics

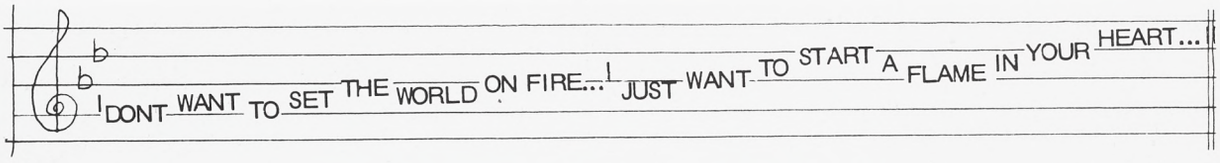
Dick Bumpus
Lord High Chamberlain
Lee Dow
Minister of Court Affairs
Dick Eldridge
Minister of Social Development
Kish Hayworth
Minister of External Territories

Jim Ostlund
Minister of Public Relations
Billy De Frank
Minister at Large
Lee Raymond
Minister at Large
Tony Discette
Minister at Large
Joel Coleman
Minister of the Letters

THE IN-PLACE
TO BE
IS AT ..... SLAGELS'

117 TAYLOR ST. SF.

Everyone Welcome!



THANK YOU FLAME...IT'S BEEN A GREAT YEAR

TWIN PEAKS

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GOOD LUCK #12

THE IMPERIAL CARDINAL HOUSEHOLD

IMPERIAL CROWN PRINCESS, GINGER Bill Harrison

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Scott Blair
Horst G. Eichner
John Darker
Roger Roduerizus
Everett Conn
Jim Blevins
Tony Perry

Jamie Jones
Bill Wheeler
Jack Goodall
Brad Parks
Gregg Kraemer
Bobbie Burgiss
Mel Wald

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KNIGHT OF MALTA

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Les Davis
Ken Irvine
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James Bilbrey
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Crown Prince Dixon Olivera
Emperor II Bob Cramer
Imperial Grand Duke Don Coffinger
Prince Consort to Empress III Shirley Fred Reiss Gary Haubold
Grand Duchess III Chuck Ziegler
Grand Duke II Lenny Mollett
Empress De Colma Melvina Gardner Pond Ed Emond

LORD HIGH EXECUTIONER CLARENCE Clarence Nora

421-1872

the Baj

Dinners
6pm-11pm

Sunday Brunch
11:30am-3:30pm

131 BAY STREET (at Stockton)
SAN FRANCISCO

THE IMPERIAL CARDINAL COURT

IMPERIAL GRAND DUCHESS, FERN David Weber

IMPERIAL GRAND MARQUESSA, IRENE Jack McGowan

IMPERIAL PRINCESSES

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Billie Woods

IMPERIAL PRINCES

Don Baker Lou Racine
Doug Reed

PRINCESSES

Chad Franklin Jim Derwin
Perry Spink David Westphal

PRINCES

Tom Avila
Randy Clough
Mike Turne
Mike Johnson
Bob Shore
Mark Calhoun
Don Featherlin
Jim Blesner
Bob Donovan
Don Banks

BARONESSES

Alice Conroy
Lee Tibadoe
Joh Williamson
Manny Costas

BARONS

Richard Novak
Ken Leetzow
James Holly
John Sinclair
David Clisbee
Dale McMinn
Bob Golovich
Philip Prince
John Adenelfi
Tom Wadell
George Sanders
Sherman Clark
John Janonis
Bo Hubbley
Roy Scoal
Ted Tripp
Ken Klanecky
Bud Thieman
Bob Conroy
James McCubbin
J.J. Van Dyck
Tony Cuneo
Joe Urban
Bill Messenger
Bob Applebee
Stan Berinol
Jim Gould
Stan Coleman
David Manduca
Don Brummond
Art Styles
Bob Sulewski
Larry Larson
Jim Snell
Ed Player
Fred Woods

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The Society for Individual Rights Presents

WINTER CARNIVAL

Sunday, February 6 / Noon to 6pm

Meet the New Empress

Music/Food/Booths/No Host Bar/Games/$2

S.I.R.'s Royal Baby Contest

Gay Community Center 330 Grove Street

My Lover Rick,

To the man who made it all so possible, for those trying moments — who's love and understanding helped me thru an exciting, exhausting year, and please know that I love you more today — than I ever have before. I can't promise you forever, but I can promise you today, with the hope and belief that there is a beautiful tomorrow in store for us.

Love, Flame

FIRST DANCE BAR
IN VALENCIA VALLEY

OUTER LIMITS

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285-7911 2pm-2am

Drinking & Dancing

Congratulations

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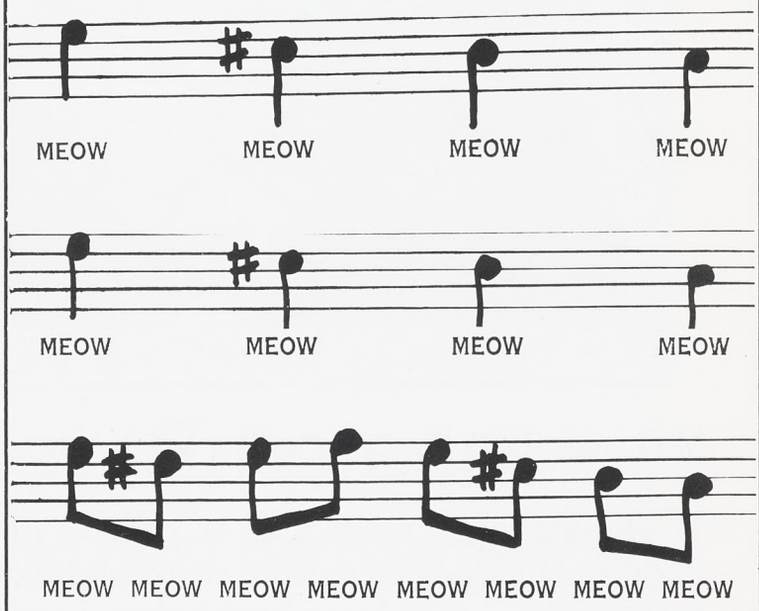
BETWEEN MISSION AND VAN NESS

Congratulations Flame

A SONG TO REMEMBER . . .
THIS COMING SEPTEMBER ! !



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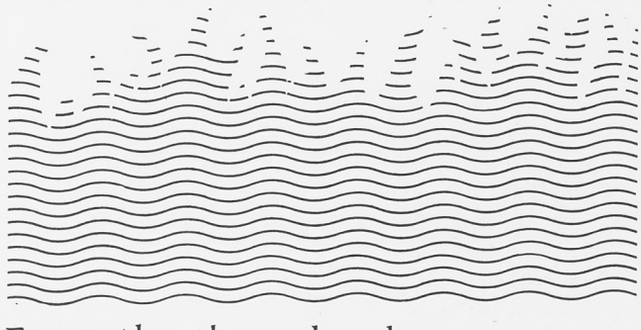
Gary

■FLAME
■SPARKY
■EMBER
■WE REMEMBER

CAROLE SNYDER

YOU BURNED WELL IN '76



From the three has-beens:

Miss Cowgirl IV, Deno Thomas
Mr. Cowboy IV, Bill Tolan
Mr. Gay S.F.V, Mike Rio

Congratulations with Love to the Flamboyant FLAME and all the Cardinal Court for a hot year.

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data-boy magazine

richard 626-2565

We knew you before,
We knew you during,
And we will always remember——
CHUCK BAYLES

Congratulations to the new Empress and success during your reign.

Miss Gay S.F. III Tammy Lynn
Mr. Gay S.F. IV Peter Hecker

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[DIXON]

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Thank You!

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French Restaurant & Bar
Dinner 6:15 - 11 pm

presents
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IN A BRAND NEW SHOW
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CREDITS

Coronation Steering Committee
Wally Rutherford
Paul Dykstra
Flame
Dick Nelson
Lee Dow
Bill Harrison
Rick Fosnight

Set Design
Lee Dow
Cristal
Mike Dooley
Jack Krause

Music
Dick Bumpus & The Record House

Set Construction
Clarence Nora
Mike Gerena
Keith Lee
Noel Valentine Knight
Bob Dockendorff

Lighting & Sound
Ken Cook & The Galleria

Coronation Program
Front Cover Design — Ross Kirby
Design, Graphics, Layout — Ron Ross
Advertising — Deno Thomas, Chuck Ziegler
Printing — San Anselmo Printing
Typesetting — Community Typesetters

Congratulations to the Candidates!

yacht club
2155 POLK STREET
SAN FRANCISCO 441-8381

Flame's Dream: Land of the Pharoahs

Directed & Staged by: Cristal Empress VI de S.F.
Grand Duke, Lee Dow

Costumes: Bill Rolls
Herman
Lee Raymond
Pat Campano
Faye

Headpieces: Campert
Keith Waldon

Entertainment: Gussie Hartney
Bob Sandner
Momie Starr

Special Thanks: Richard Elmon Models, The Galleria, The Tavern Guild of S.F., Bob Ross and The Bay Area Reporter, Gamecock Court, Society For Individual Rights, Imperial Cardinal Court, Privy Council, Council of Emperors, New Bill Saloon, *P.S.

Thank You Flame

GG

Good Luck Jane!

Miss Chuck,

LUV YA

Ms. Tony

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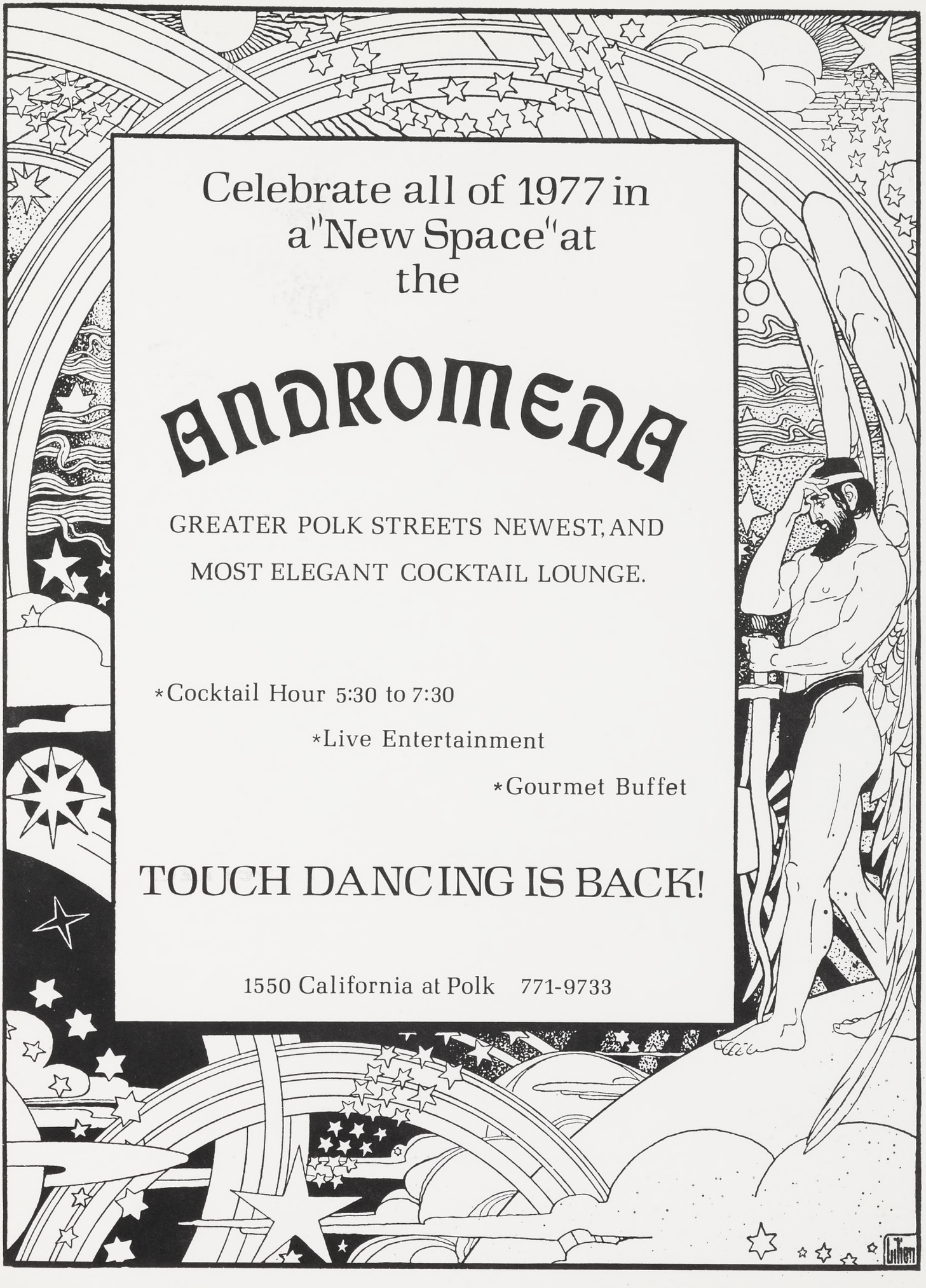
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